

# Dune Writings on Fashion, Design and Visual Culture

## On Woolshed

### Call for Ideas

On the occasion of its eighth issue, the academic journal *Dune*, conceived and produced since 2020 at the Università Iuav di Venezia, abandons its periodicity and adopts a new format, through a vertical focus on a single ongoing research project. *Dune* maintains its monographic approach, but each aperiodic issue comes alive in an ecosystem that combines printed matter with seminars, workshops and live experiences, both inside and outside the academy.

In 2026, the focus is on the *Woolshed* project, funded by the European Regional Development Fund within the Interreg Alpine Space programme. *Woolshed* represents an initiative to revitalize the Alpine wool industry through sustainable innovation and a focus on circularity and it connects Università Iuav di Venezia with seven partners: Centro Consorzi (Italy), Le Textile Lab (France), Impact Hub Vienna (Austria), KGZS Zavod GO and InnoRenew CoE (Slovenia), Laines d'ici and Onl'fait (Switzerland). In its 3-year activity the project aims to operate by leveraging existing knowledge and promoting the uptake of innovative wool products. More specifically, *Woolshed* aims at developing an alternative model for coarse wool management, in-between industrial and artisanal production because both systems have fundamental shortcomings that make them inadequate for processing local wool at a small scale. In particular, at this stage, *Woolshed* is promoting a series of Design Marathons to identify and experiment with new uses for Alpine wool: *Dune* becomes the space for gathering and testing these ideas, allowing them to circulate.

*Dune On Woolshed* welcomes ideas and proposals from scholars, researchers, writers, designers, educators, pracademics, practitioners, makers, artists, curators, free thinkers, and amateur from around Europe and the world, inviting them to think and rethink wool in relation to history, community, ecology, fashion and design. Coarse wool, which is the rough, lower-quality wool typically not suited for fine textile production, is often discarded illegally or disposed of at high costs. *Woolshed* addresses this critical challenge by promoting innovation and cooperation among diverse stakeholders to transform this waste into a valuable resource. The project focuses on affordable, open-source, and user-friendly technologies to help small-scale wool processors and other businesses engage in the wool industry. The specificity of the project's theme and geographical area, the Alpine region, becomes a driving force for focusing on urgent issues and embracing interdisciplinary, grass-roots reflections, research and teaching experiences that stimulate critical thinking, activism, collective creation, reuse and remaking.

Themes to be covered can be, but are not limited to, the following topics:

- History of fabric, materials and weaving
- Rediscovery of archives or unpublished materials on the subject of wool
- Development of sustainable or innovative wool products
- Relationships between industry (particularly the textile sector) and craftsmanship
- Intertwining of technological innovations and craftsmanship
- Inclusive, ethical, and circular modes of practice
- DIY and small-scale practices
- Post-heritage narratives and future imageries

The Call for Ideas of *Dune On Woolshed* is structured in three sections: essays, studies and exercises.

**Essays** are scientific contributions with footnotes, bibliography and iconography. The final contribution will be 3500-4000 words long (text, bibliography and footnotes), accompanied by a maximum of 5 permission-cleared images with captions.

**Studies** are contributions that establish a close relationship between a set of images (a visual essay) and a critical text investigating the underlying reasons for a realised or unrealised project. The final contribution will consist of a maximum of 10 permission-cleared images, accompanied by a text of 2000-2500 words long (including any footnotes).

**Exercises** are invitations to action that explore the possibilities of wool both in experimental design and in teaching and educational practices. They can be speculative, challenging, innovative, but also accessible and easily replicable. The final contribution will be a maximum of 500 words long accompanied by an image with captions.

Editors: **Saul Marcadent and Gabriele Monti (Università Iuav di Venezia)**

About the publication and the editors

Dune is a printed academic publication founded by professor Maria Luisa Frisa at the Università Iuav di Venezia (IUAV) in 2020 and it is intended as a space for theoretical, critical and visual examination and presentation of ongoing research. It is part of the cluster FLAIR (Fashion Lab Archive Industry Research) and the scientific committee is characterized by the presence of academics and professionals active in the realms of criticism, fashion studies, visual arts, design and architecture. The latest issue, the seventh, entitled *Biosphere*, explored the aesthetic, cultural, social and political dimensions of sustainability. Instagram: @dunejournal.

Saul Marcadent (PhD) is a researcher at the Università Iuav di Venezia (IUAV) and a curator. His academic work lies at the intersection of theoretical research and curatorial practice, with a focus on publishing and visual culture. He is currently working as a visiting researcher at the University of the Arts London (UAL). He has lectured in institutions such as HEAD Genève, The New School Parsons Paris, and Academy of Fine Arts Wien. Since 2023, he has been curating the *Responsible Times* project for Università Iuav di Venezia, focusing on the culture of sustainability.

Gabriele Monti (PhD) is an associate professor at the Università Iuav di Venezia (IUAV), where he teaches in the degree program in Fashion Design and Multimedia Arts. Among the focuses of his research are the relations between fashion and visual culture, fashion curating, and the links between fashion and the museum. He is a member of the advisory board of EFHA, the European Fashion Heritage Association. He was associate curator of the exhibitions *Bellissima: Italy and High Fashion 1945–1968* (2014–16) and *Italiana: Italy through the Lens of Fashion 1971–2001* (2018).

## Important dates and information

January 27 2026  
Launch of the Call for Ideas

March 11 2026

Delivery of abstract (in British English or Italian, maximum 300 words) accompanied by an image and a biography (80 words) to [dune@iuav.it](mailto:dune@iuav.it). Please provide a single PDF file, generated with Microsoft Word, as clean as possible. Use Arial font, size 11. In the file and in the subject line of the email, indicate your first and last name and the type of proposal (essay, study or exercise).

March 20 2026

Communication of acceptance of abstract by the editors of *Dune On Woolshed*. Authors will receive a template and it is highly recommended to use APA Style 7 as a formatting guideline.

May 20 2026

Delivery of final contribution (in British English or Italian).

September-October 2026

Publication

Interreg



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Woolshed

Alpine Space

[alpine-space.eu/project/woolshed](http://alpine-space.eu/project/woolshed)